

CLAIM AMENDMENTS

1. (currently amended) A method for printing indicia on to a flexible web, said method comprising the steps of:

- a) positioning ~~moving~~ a printable web material for movement and periodic stopping along a longitudinal axis;
- b) ~~periodically stopping the movement of the printable web material;~~
- e) b) providing a print drum having indicia formed thereon;
- d) c) applying ink to the indicia formed on the ~~printing roller~~ print drum;
- e) d) moving the print drum generally transverse to the longitudinal axis while rotating the print drum when the printable web material is at a stopped condition to cause the print drum to roll along the surface of the printable web material in a line contact therewith to transfer indicia from the print drum to the flexible web; and
- e) electronically coordinating the transverse movement of the print drum with the speed of rotation of the print drum.

2. (currently amended) A method for printing indicia on to a flexible web as defined in claim 1 wherein said method further comprises the steps of providing a generally planar platen and sandwiching said web intermediate said ~~printing roller~~ print drum and said platen.

3. (original) A method for printing indicia on to a flexible web as defined in claim 2 wherein said step of applying ink to said print drum comprises providing an anilox roller having ink deposited thereon and contacting said anilox roller with said print drum while simultaneously rotating said anilox roller and said print drum.

4. (cancel) A method for printing indicia on to a flexible web as defined in claim 1 wherein said step of moving the print drum while rotating the print drum comprises controlling

the linear speed of the transverse movement of the print drum and the rotational speed of said print drum.

5. (original) A method for printing indicia on to a flexible web as defined in claim 2 wherein said method comprise carrying out steps a) to e) sequentially.

6. (currently amended) A method for printing indicia on to a flexible web as defined in claim 5 wherein said step of applying ink to said indicial formed on said ~~printing roller~~ print drum comprises applying a different color of ink to each of said sequentially carried out steps a) to e).